



JIM MORRIS  
Senior Chain Accounts Manager

4601 West Chester Pike  
Newtown Square, PA 19073  
215-353-8666  
Fax 215-359-1576

June 21, 1995

TO: All Division Managers and RJR Representatives  
with APlus and Sunoco Responsibility (See Distribution Listed Attached)  
(CID Nos. 1335-05-xx, 1335-02-xx, 0362-02-xx and 0362-01-xx)  
Distribution through ROUs: 1100, 1210, 1310 1510, 1710, 2910, 6710,  
6810

SUBJECT: *APlus/Sunoco Authorized Contracts - 1995*

Ladies and Gentlemen:

Meetings were recently held with APlus/Sunoco Corporate headquarters, Mr. Joe Kearney, Convenience Food Marketing Manager, for the purposing of presenting our 1995 contracts. APlus/Sunoco has agreed to maintain our current contracts in their corporate and franchise stores. This is a grandfathered chain; consequently, no changes will need to be made to SIS. However, there is an opportunity to improve RJR presence in the marketplace in franchise and corporate outlets with either self-service or non-self service permanent counter displays. Please review APlus/Sunoco locations within your divisions and ensure RJR has permanent displays - listed below is pertinent information

- o **Authorized Displays**
  - 2 Full Price Displays
  - Doral Counter Display
  - Cimarron/Doral Floor Rack, i.e., cartons and packs (available through McLane).
  - Cimarron counter display, i.e., this can be non-self-service or self-service.
  - RJR overhead merchandiser.
- o Attached is an authorized letter sent from Mr. Kearney on February 17, 1995 to all APlus/Sunoco store operations.
- o Sunoco/APlus has been identified as a national chain and funding has been set aside at Winston-Salem.

"We work for smokers."

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- o Any new contract information should be entered into SIS based upon grandfathered contract information., i.e., former base contract; temporary full price display; temporary savings display.
- o In some locations, APlus/Sunoco has targeted outlets as security stores, i.e., Plexiglas, etc. In these outlets, please implement the non-self-service base package contracts.
- o Value Added: Value added has been approved for all APlus/Sunoco locations under our base contract and product and promotions are packed and shipped via McLane.

If you have any questions, please don't hesitate to give me a call.

Warm regards,



J.A. Morris

JAM:des  
Attachments

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**Distribution for APlus/Sunoco Correspondence from J.A. Morris**

P. F. Killoran	A. P. Scott	G. A. Ritsert
D. W. Keeney	F. L. Maney	G. P. Mitchell
F. E. Cook	P. J. Gilotty	D. L. James
F. V. Natale	R. L. VanSickle	F. J. DeJong
F. J. Iaconetti	R. F. Segelke	K. C. Satchell
M. F. Richards	G. R. Deschenes	G. M. Richardson
R. R. Steele	K. L. Myers	T. A. McMahon
D. A. Qualkinbush	B. A. Cook	J. F. Abrahamson
D. G. Dillard	N. R. Wagner	J. S. Rumberger
B. K. Perason	T. Varde, Jr.	E. A. Toulon
W. J. Green	M. D. Hamcz	D. T. Parnell
J. D. Litzenich	S. Majer	T. Scott
I. Mishewycz	A. Evanchik	S. Schwalm
N. McCleary		

cc: R. F. Kanes  
M. A. Young  
J. P. Renehan  
J. R. Loftin  
B. G. Norman  
R. C. Farmer  
P. E. Schmidt  
G. A. Young  
D. F. Knoll  
L. T. Poole

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